

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claims 1-60 (Canceled)

Claim 61 (Currently amended): A process of providing a ~~user~~ computer with access to web page content ~~analogous to the broadcast television model of content delivery~~, the process comprising the computer:

~~the user computer~~ requesting a first web page via a network connection,

displaying the first web page in a browser window,

detecting if the ~~user~~ computer is not actively sending and not actively receiving data via the network connection, and if so, automatically commencing downloading ~~at least one full motion~~ a video file via the network connection to the ~~user~~ computer,

during downloading the ~~at least one full motion~~ video file, detecting if the ~~user~~ computer is commencing downloading a second web page, and if so, waiting to continue downloading the ~~at least one full motion~~ video file,

after completing downloading the ~~at least one full motion~~ video file, independent of the user computer receiving user input, preempting viewing of the first web page, preempting viewing of the second web page, and automatically commencing displaying the at least one full motion video file in a viewer window

wherein the size of the viewer window is of a size not less than a predetermined minimum size and  
wherein the viewer window is located on top of all open windows,  
on the computer without removing the display of the browser window,  
during displaying the at least one full motion video file on the user computer, providing control of the browser window, providing selective display sizing no smaller than a predetermined minimum size, and providing display run time between 30 seconds and 2 1/2 minutes,  
providing a hyperlink for requesting a third web page,  
determining that the at least one full motion video file should not display after the at least one full motion video file displayed a predetermined number of times per predetermined time period.

Claim 62 (Currently amended): The process of ~~providing a user computer with access to web page content analogous to the broadcast television model of content delivery~~ of claim 61, further comprising sending a questionnaire to the user computer prior to commencing downloading the second web page.

Claim 63 (Currently amended): The process of ~~providing a user computer with access to web page content analogous to the broadcast television model of content delivery~~ of claim 61, wherein displaying the at least one full motion video file is via a the viewer window is distinct from a the browser window displaying the first web page.

Claim 64 (Currently amended): A ~~user~~ computer ~~that receives~~ to receive web page content from a content server connected to a network, ~~analogous to the broadcast television model of content delivery,~~ the computer comprising:

a central processing unit ~~that can~~ to establish communication with the content server,  
~~program a memory that stores~~ to store programming instructions ~~that are~~ which when  
executed ~~such that~~ cause the ~~user~~ computer to

~~requests~~ request a first web page from the content server via a network connection,  
~~displays~~ display the first web page in a browser window,  
~~detects~~ detect if the ~~user~~ computer is not actively sending and not actively receiving data via the network connection, and if so, automatically commences downloading ~~at least one full motion~~ a video file via the network connection to the ~~user~~ computer,

during downloading the ~~at least one full motion~~ video file, ~~detects~~ detect if the ~~user~~ computer commences downloading a second web page, and if so, waits to continue downloading the ~~at least one full motion~~ video file,

after completing downloading the ~~at least one full motion~~ video file, ~~independent of the user computer receiving user input,~~ preempts viewing of the first web page, preempts viewing of the second web page, and automatically commence commences displaying the ~~at least one full motion video file in a viewer window on the user computer without removing the display of the browser window,~~

wherein the size of the viewer window is of a size not less than a predetermined minimum size and

wherein the viewer window is located on top of all open windows.

~~during displaying the at least one full motion video file on the user computer,~~  
~~provides control of the browser window, provides selective display sizing no smaller than a~~  
~~predetermined minimum size, and provides display run time between 30 seconds and 2 ½~~  
~~minutes;~~

~~provides a hyperlink for requesting a third web page;~~

~~determines that the at least one full motion video file should not display after the at~~  
~~least one full motion video file displayed a predetermined number of times per~~  
~~predetermined time period.~~

Claim 65 (Currently amended): The user computer ~~that receives files web page content from a~~  
~~content server connected to a network, analogous to the broadcast television model of content~~  
~~delivery of claim 64, wherein the program memory further stores programming instructions that are~~  
which when executed such that cause the user computer to receive receives a questionnaire from the  
content server prior to commencing downloading the second web page.

Claim 66 (Currently amended): The user computer ~~that receives files web page content from a~~  
~~content server connected to a network, analogous to the broadcast television model of content~~  
~~delivery of claim 64, wherein the program memory further stores programming instructions that are~~  
which when executed such that cause the user computer to display displays the at least one full-  
motion video file ~~via~~ in a viewer window distinct from a the browser window displaying the first  
web page.

Claim 67 (Currently amended): ~~A program product for use in a computer system that executes program steps recorded in a computer readable media to perform a process for providing a user computer with access to web page content analogous to the broadcast television model of content delivery, the program product storage media having instructions stored thereon which when executed by a processor in a computer will cause the computer to perform actions comprising:~~

~~a recordable media; and~~

~~a program of computer readable instructions executable by the computer system to perform process steps comprising:~~

~~the user computer requesting a first web page via a network connection,~~

~~displaying the first web page in a browser window,~~

~~detecting if the user computer is not actively sending and not actively receiving data via the network connection, and if so, commencing downloading at least one full motion a video file via the network connection to the user computer,~~

~~during downloading the at least one full motion video file, detecting if the user computer is commencing downloading a second web page, and if so, waiting to continue downloading the at least one full motion video file,~~

~~after completing downloading the at least one full motion video file, independent of the user computer receiving user input, preempting viewing of the first web page, preempting viewing of the second web page, and automatically commencing displaying the at least one full motion video file in a viewer window on the user computer without removing the display of the browser window;~~

wherein the size of the viewer window is of a size not less than a predetermined minimum size and

wherein the viewer window is located on top of all open windows.

~~during displaying the at least one full motion video file on the user computer,~~  
~~providing control of the browser window, providing selective display sizing no smaller than~~  
~~a predetermined minimum size, and providing display run time between 30 seconds and 2 1/2~~  
~~minutes;~~

~~providing a hyperlink for requesting a third web page,~~

~~determining that the at least one full motion video file should not display after the at~~  
~~least one full motion video file displayed a predetermined number of times per~~  
~~predetermined time period.~~

Claim 68 (Currently amended): The ~~program product for use in a computer system that executes~~  
~~program steps recorded in a computer readable media to perform a process for providing a user~~  
~~computer with access to web page content analogous to the broadcast television model of content~~  
~~delivery~~ storage media ~~of claim 67, wherein the program of computer readable instructions~~  
~~executable by the computer system to perform process steps further comprising sending a~~  
~~questionnaire to the user computer prior to commencing downloading the second web page.~~

Claim 69 (Currently amended): The ~~program product for use in a computer system that executes~~  
~~program steps recorded in a computer readable media to perform a process for providing a user~~  
~~computer with access to web page content analogous to the broadcast television model of content~~

~~delivery storage media~~ of claim 67, ~~wherein the program of computer readable instructions executable by the computer system to perform process steps~~ further comprising displaying the at least one full motion video file is via in a viewer window distinct from a the browser window displaying the first web page.

Claim 70 (New): The process of claim 61 wherein the display run time of the video file is between 30 seconds and 2 ½ minutes.

Claim 71 (New): The computer of claim 64 wherein the display run time of the video file is between 30 seconds and 2 ½ minutes.

Claim 72 (New): The storage media of claim 67 wherein the display run time of the video file is between 30 seconds and 2 ½ minutes.